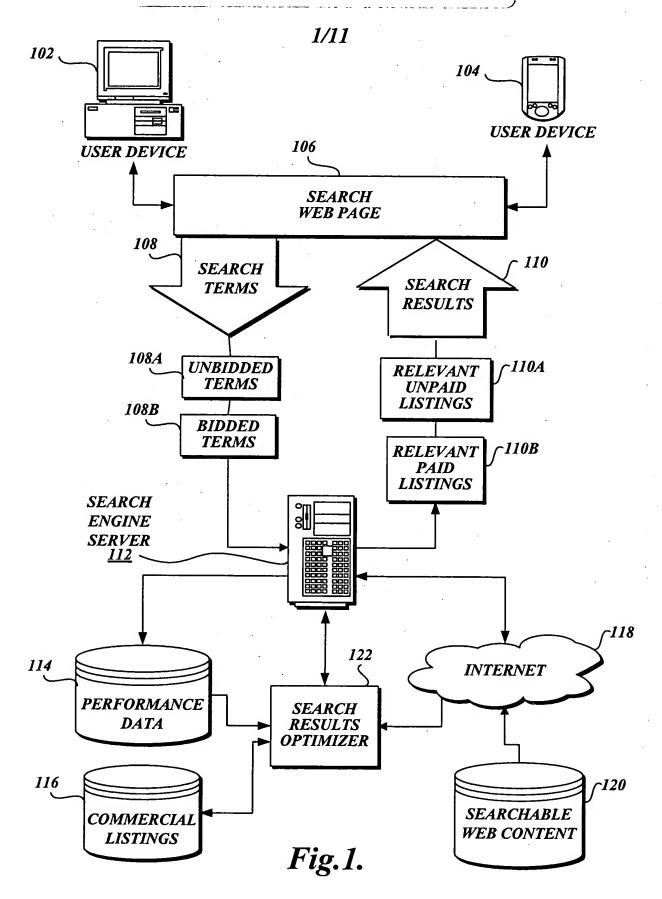
RESULT LISTINGS

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Docket No.: MSFT122249

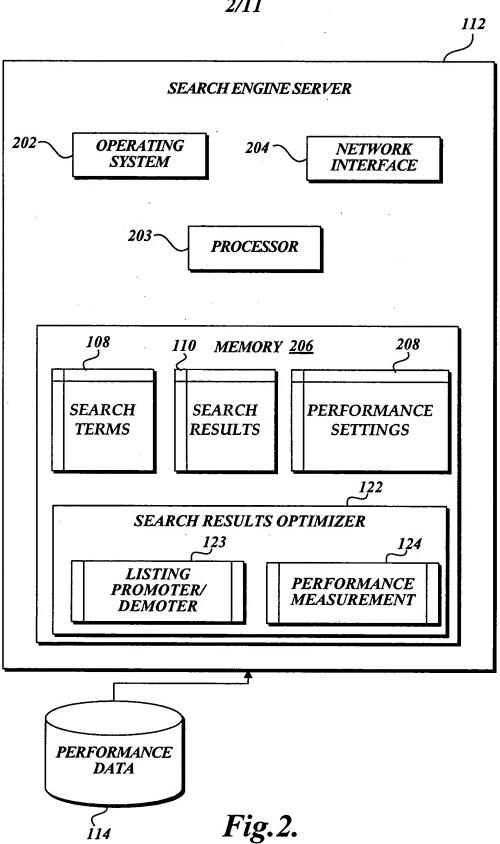


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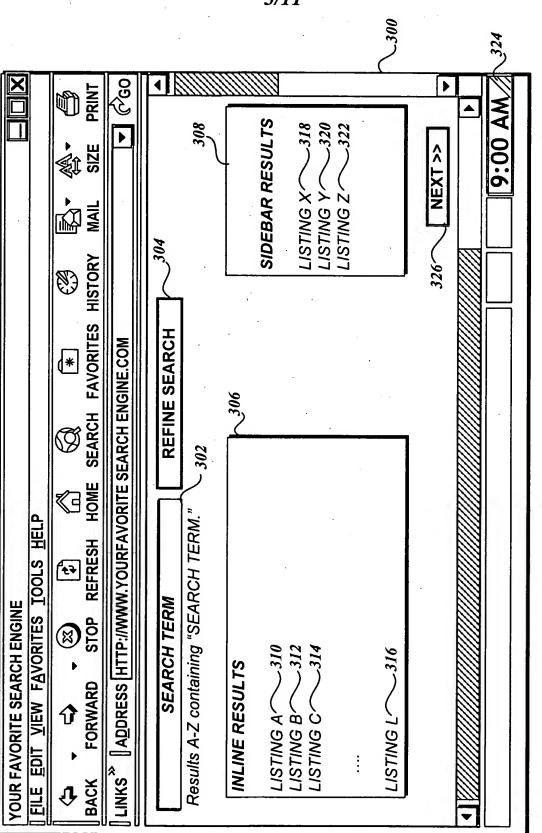


Fig. 3.

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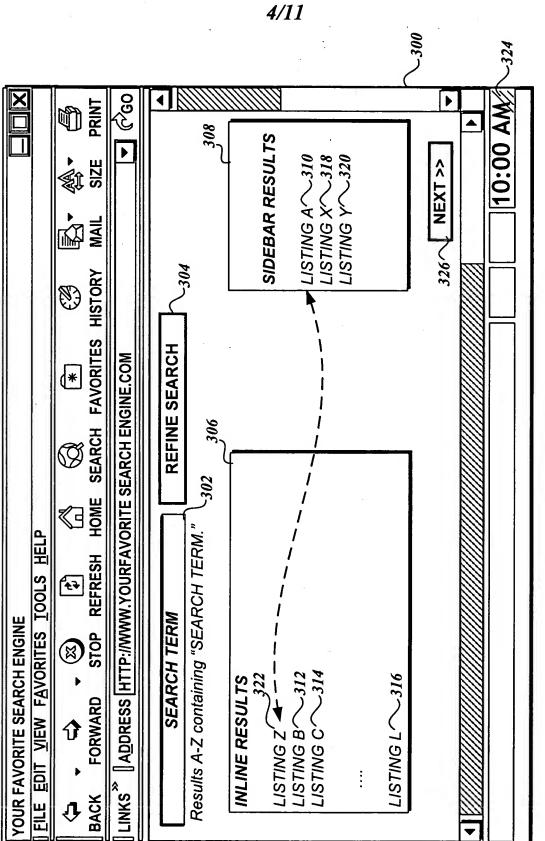


Fig. 4.

RESULT LISTINGS

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Docket No.: MSFT122249

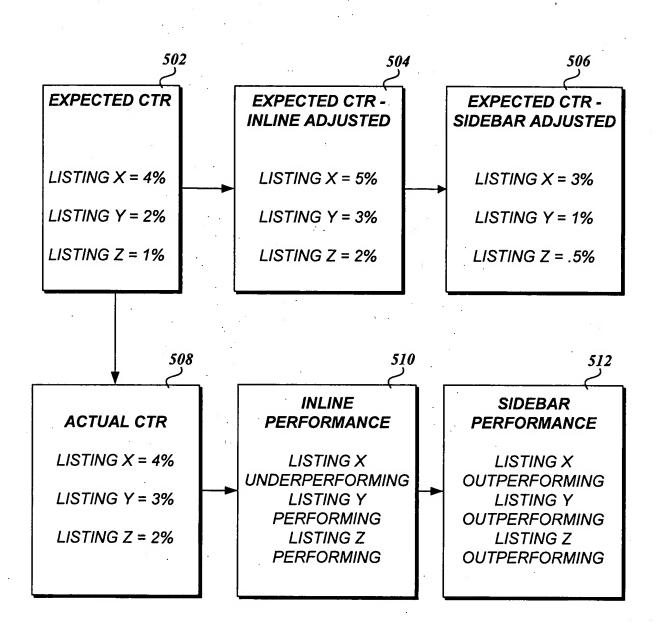


Fig. 5.

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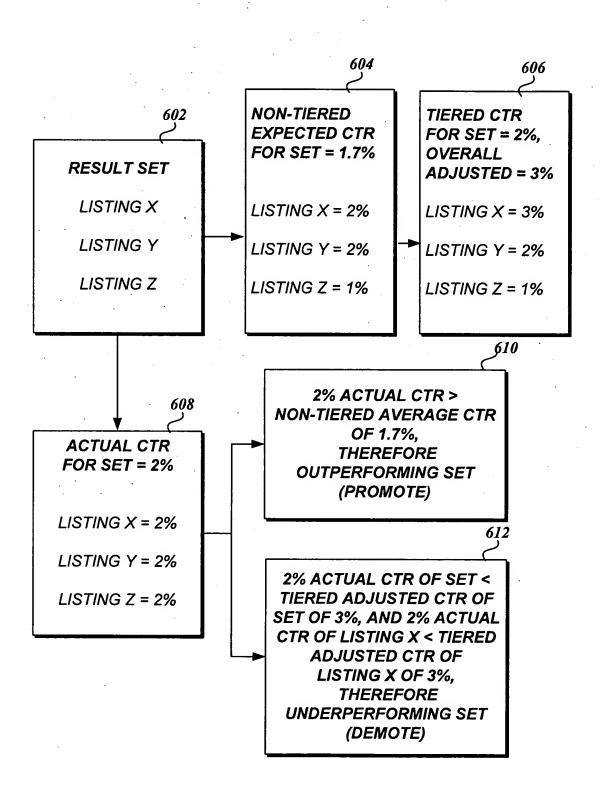
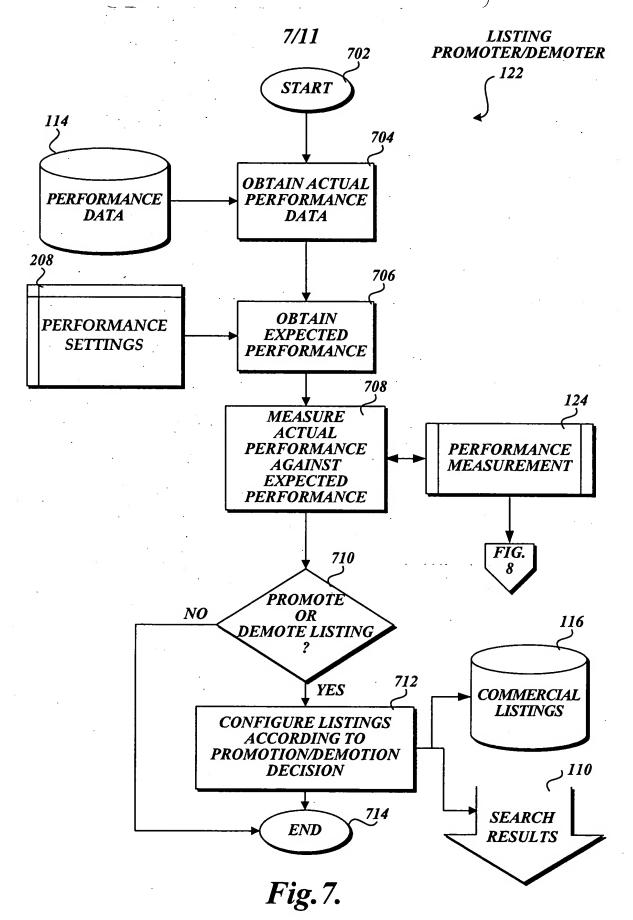


Fig. 6.

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RESULT LISTINGS

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Express Mail No.: EL 974 021 824 US Docket No.: MSFT122249

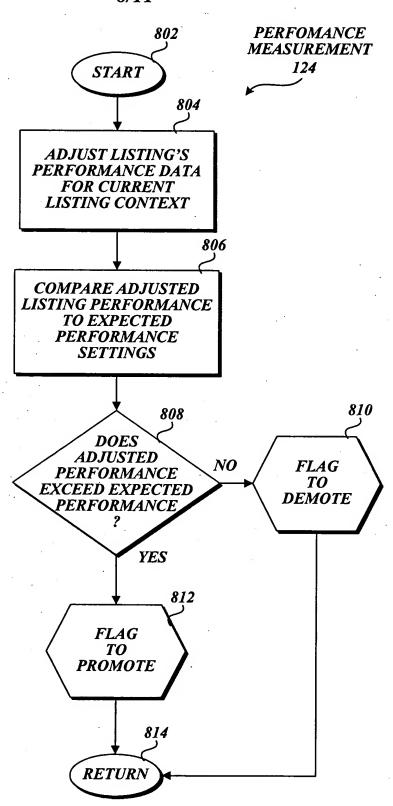


Fig.8.

RESULT LISTINGS

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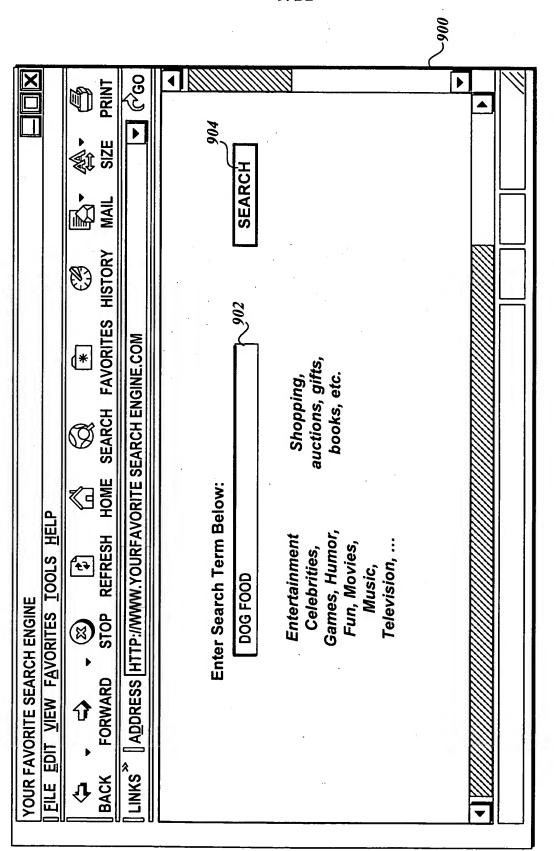
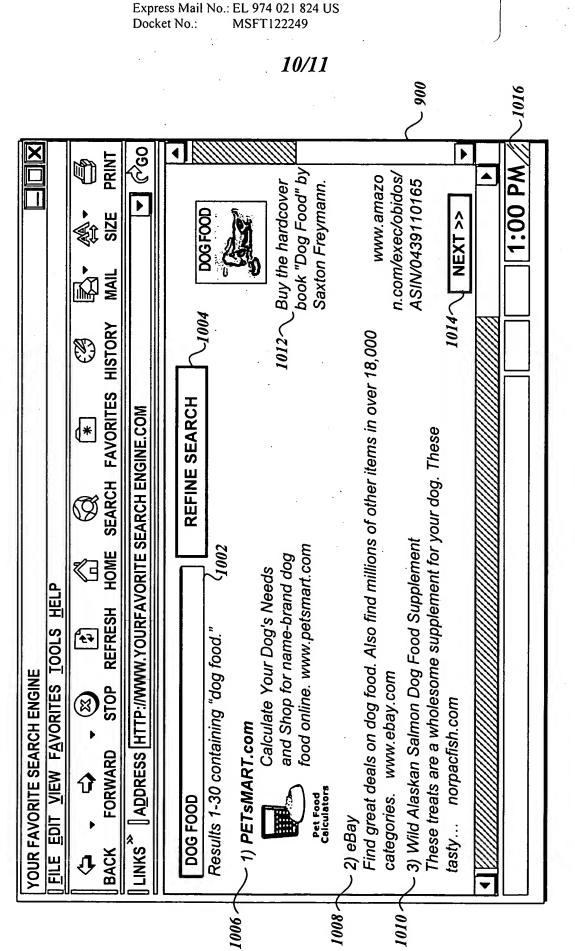


Fig. 9

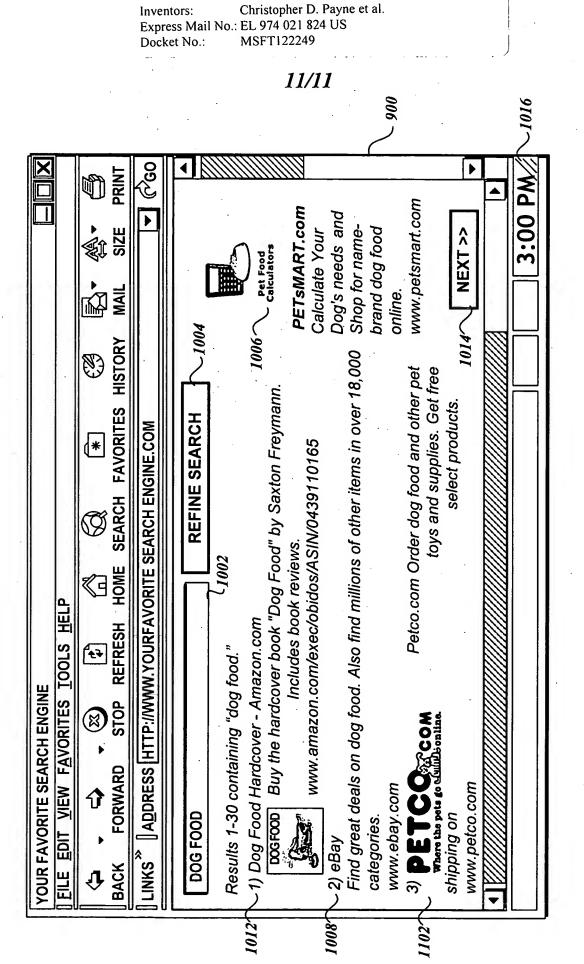


Title: SYSTEM AND METHOD FOR OPTIMIZING SEARCH RESULT LISTINGS

Christopher D. Payne et al.

Inventors:

Fig. 10.



Title: SYSTEM AND METHOD FOR OPTIMIZING SEARCH RESULT LISTINGS

Fig. 11.